

## Washtenaw Community College Comprehensive Report

### BMG 101 Entrepreneurship I: Finding Your Opportunity Effective Term: Spring/Summer 2020

#### Course Cover

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 101

**Org Number:** 13210

**Full Course Title:** Entrepreneurship I: Finding Your Opportunity

**Transcript Title:** Entrepreneurship I

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Three Year Review / Assessment Report

**Change Information:**

**Consultation with all departments affected by this course is required.**

**Course description**

**Outcomes/Assessment**

**Objectives/Evaluation**

**Rationale:** Three-year update based on assessment results.

**Proposed Start Semester:** Winter 2020

**Course Description:** This course is designed for those who have aspirations of creating business opportunities, whether they are an inventor, artist or entrepreneur. Students will assess their skills, attitudes, and behaviors related to entrepreneurial and innovative mindsets. Concepts and exercises focus on practical and repeatable processes and applications that identify unmet customer needs in order to generate ideas that become an innovation of value. Students will create and present (pitch) business plans.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

#### Requisites

## **General Education**

### **Request Course Transfer**

#### **Proposed For:**

### **Student Learning Outcomes**

1. Develop ideas for a proposed entrepreneurial venture.

#### **Assessment 1**

Assessment Tool: Business Plan

Assessment Date: Winter 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Rubric

Standard of success to be used for this assessment: 75% of students will score 75% or better

Who will score and analyze the data: Departmental faculty

2. Conduct research to assess the viability of proposed entrepreneurial venture(s).

#### **Assessment 1**

Assessment Tool: Business Plan

Assessment Date: Winter 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Rubric

Standard of success to be used for this assessment: 75% of students will score 75% or better

Who will score and analyze the data: Departmental faculty

3. Present (pitch) an idea for an entrepreneurial venture.

#### **Assessment 1**

Assessment Tool: Written pitch

Assessment Date: Winter 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Rubric

Standard of success to be used for this assessment: 75% of the students will score 75% or higher

Who will score and analyze the data: Departmental faculty

#### **Assessment 2**

Assessment Tool: Pitch Presentation

Assessment Date: Winter 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Rubric

Standard of success to be used for this assessment: 75% of the students will score 75% or higher

Who will score and analyze the data: Departmental faculty

### **Course Objectives**

1. Demonstrate knowledge and skills that will enable students to transform ideas into sustainable successes.

2. Explore innovative versus conventional ways of thinking and how those concepts contribute to career success.
3. Identify and evaluate the mistakes entrepreneurs make and learn how to avoid them.
4. Identify and interact with local entrepreneurs, business owners, and key professionals throughout the business community.
5. Solve problems critically and creatively using the skills, attitudes, and behaviors of the entrepreneurial mindset.
6. Establish goals, identify resources and recognize risks in various entrepreneurial ventures.
7. Identify and apply the oral and written communication skills needed to organize, discuss, and present business information and ideas.
8. Identify and apply the listening, collaboration, and facilitating skills needed to attain and evaluate feedback.
9. Apply innovation and entrepreneurial concepts to the design of a project.
10. Convert assumptions and opinions to knowledge when evaluating a business idea.
11. Recognize potential ideas for a proposed entrepreneurial venture.
12. Evaluate industry trends and potential opportunities.
13. Apply personal interests in the selection and evaluation of proposed business opportunities.
14. Identify resources for research to assess the viability of proposed entrepreneurial venture(s).
15. Perform a Strengths, Weaknesses, Opportunities and Threat (SWOT) analysis for potential opportunities.
16. Recognize the different formations of businesses that are appropriate for their proposed venture(s).
17. Complete business case studies on historical business events.
18. Prepare documentation and presentation (pitch) for an entrepreneurial venture.

## New Resources for Course

### Course Textbooks/Resources

Textbooks  
Manuals  
Periodicals  
Software

### Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
<b>Faculty Preparer:</b> <i>Anthony Terry</i>	<i>Faculty Preparer</i>	<i>Sep 27, 2019</i>
<b>Department Chair/Area Director:</b> <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Sep 30, 2019</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Oct 01, 2019</i>
<b>Curriculum Committee Chair:</b> <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Oct 24, 2019</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Nov 08, 2019</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Nov 08, 2019</i>

# Washtenaw Community College Comprehensive Report

## BMG 101 Entrepreneurship I: Finding Your Opportunity Effective Term: Fall 2012

### Course Cover

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 101

**Org Number:** 13210

**Full Course Title:** Entrepreneurship I: Finding Your Opportunity

**Transcript Title:** Entrepreneurship I

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Course Change

**Change Information:**

**Consultation with all departments affected by this course is required.**

**Course description**

**Outcomes/Assessment**

**Objectives/Evaluation**

**Rationale:** As we continue to revise the Entrepreneurship certificate program, looking at individual classes and how they interrelate is critical. Based on that review, it was determined that there was a significant overlap between BMG 241 Innovation Process and Application (1-credit course) and BMG 101 Finding Your Opportunity. In a meeting with Tom Penird, the developer of BMG 241, we combined the two classes into the BMG 101 course.

**Proposed Start Semester:** Fall 2012

**Course Description:** This course is intended for those who have aspirations of creating business opportunities from scratch whether they are an inventor, artist, employee, manager, or entrepreneur. Students assess their skills, attitudes, and behaviors related to entrepreneurial and innovative mindsets. Concepts and exercises focus on practical and repeatable processes and applications that identify unmet customer needs in order to generate ideas that become an innovation of value. The title of this course was previously The Business of Your Career.

### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

### College-Level Reading and Writing

College-level Reading & Writing

### College-Level Math

## Requisites

### General Education

### Request Course Transfer

Proposed For:

## Student Learning Outcomes

1. Demonstrate critical thinking skills that will enable students to identify and evaluate entrepreneurial and innovative opportunities.

### **Assessment 1**

**Assessment Tool:** Departmentally-developed exam

**Assessment Date:** Winter 2015

**Assessment Cycle:** Every Three Years

**Course section(s)/other population:** All sections

**Number students to be assessed:** All students

**How the assessment will be scored:** Answer sheet

**Standard of success to be used for this assessment:** 75% of students scoring 75% or better

**Who will score and analyze the data:** Exam will be online and scored electronically. Lead instructor will analyze the data and share the results with the department and dean.

2. Identify and apply concepts related to the innovation process.

### **Assessment 1**

**Assessment Tool:** Portfolio

**Assessment Date:** Winter 2015

**Assessment Cycle:** Every Three Years

**Course section(s)/other population:** All sections

**Number students to be assessed:** All Students

**How the assessment will be scored:** Departmentally-developed rubric

**Standard of success to be used for this assessment:** 75% of students scoring 75% or better

**Who will score and analyze the data:** Portfolio will be scored by external business professionals using the departmentally-developed rubric. The Lead Instructor will analyze the data and share the results with the department and the Dean.

## Course Objectives

1. Demonstrate knowledge and skills that will enable students to transform ideas into sustainable successes.

### **Matched Outcomes**

2. Explore innovative versus conventional ways of thinking and how those concepts contribute to career success.

### **Matched Outcomes**

3. Identify and evaluate the mistakes entrepreneurs make and learn how to avoid them.

### **Matched Outcomes**

4. Identify and interact with local entrepreneurs, business owners, and key professionals throughout the business community.

### **Matched Outcomes**

5. Solve problems critically and creatively using the skills, attitudes, and behaviors of the entrepreneurial mindset.

### **Matched Outcomes**

6. Establish goals, identify resources and manage risks in real-world situations.

### **Matched Outcomes**

7. Identify and apply the oral and written communication skills needed to organize, discuss, and present business information and ideas.

### **Matched Outcomes**

8. Identify and apply the listening, collaboration, and facilitating skills needed to attain and

evaluate feedback.

**Matched Outcomes**

9. Apply innovation and entrepreneurial concepts to the design of a project.

**Matched Outcomes**

10. Convert assumptions and opinions to knowledge when evaluating a business idea.

**Matched Outcomes**

**New Resources for Course**

**Course Textbooks/Resources**

Textbooks

Manuals

Periodicals

Software

**Equipment/Facilities**

Level III classroom

**Reviewer**

**Action**

**Date**

**Faculty Preparer:**

*Cheryl Byrne*

*Faculty Preparer*

*Feb 15, 2012*

**Department Chair/Area Director:**

*Colette Young*

*Recommend Approval*

*Feb 15, 2012*

**Dean:**

*Rosemary Wilson*

*Recommend Approval*

*Apr 02, 2012*

**Vice President for Instruction:**

*Stuart Blacklaw*

*Approve*

*Apr 19, 2012*